News and Views of the Founder Fellowship

The American Youth Foundation, 520 N. Grand Blvd., St. Louis, Mo.

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"DOWN THE STREET I WENT

with my pig tails flying (yea daughters, them wuz the days of pig tails, and at that, only eight years ago) and a determined look on my face."

SO WROTE

one of the girls who participated in the Founders' first Treasure Hunt. "I had never done it" she continued, "and very frankly felt that I couldn't do it; but that element of fear scared me in another way. Was I to lie down and back away from a hard job just because I had never done anything like it before?"

"AND THEN

I got good and mad and out I went and into a man's office and started to tell him about Camp, and my, how interested he was. Before I knew it he had his check book in his hand and he was writing in it - yes he was - and then he handed me the check and really thanked me for coming to see him.

"WHEN I GOT

outside his office I could hardly wait until I could unfold that check and take a good look at it and when I read "Ten Dollars" - I sort-a felt the floor give way under me and then I braced up and started after man No. 2 - "

AND - WELL YOU'RE WONDERING

aren't you, just what that Founder girl's Treasure Hunt record was for that year, aren't you? Well, here you are - Visited twenty persons and told them all about camp and collected $78.00 cash.

Not so bad, is it, for a pigtailed girl who thought she couldn't but really could - in a big way.

AND TWO YEARS AGO

one of our FOUNDER girls who had never Treasure Hunted, with the same feeling exactly, lined up another old camper to be her partner and together they went forth adventuring - for the Treasure Hunt is a really big adventure, and

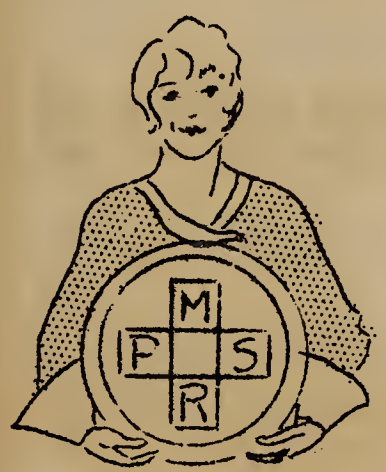
WHEN THE SMOKE OF THE BATTLE

had cleared away, Ann and her pal had called on twelve persons and had in hand the magnificent total of $252.00 - believe it or not!

I REMEMBER THE OTHER YEAR

there was one camper who set out to tell her story of the Founder Camps to a large number of people, her aim being to be a good publicity agent for the FOUNDER fellowship, and to let the financial returns take care of themselves.

THAT IS TO SAY



she was going to keep foremost in her mind that she was going to have a mighty happy time just telling people about her FOUNDER Camp experience, and then at the end of her delightful conversation she would drop a neat little hint that the Annual Treasure Hunt was on and she surely would be delighted if their benevolent budget would permit them to give her something.

WELL, YOU KNOW

when her record came in at the close of that Treasure Hunt, by cracky if she hadn't told her story to some thirty people. Her contributions consisted of a few five dollar items, several twos, a nice bunch of ones, and quite a few fifty cent items, which made up a fine total of close on to Fifty Dollars.

"GOT ANY PEOPLE IN MY CLASS, WADJEPI?"

some of you are asking? Well, what is your class, sister, brother? Name it. I can give you Treasure Hunt experiences and results which in terms of money netted a very small amount, but which from the standpoint of service rendered was exceedingly great. I have known FOUNDERS to turn in Three or Four or Five Dollars which represented the financial returns from talking to fifteen or twenty different people.

YOU SET YOUR GOAL

and then decide how you will achieve it. Why not start out by aiming at the Ten Dollar mark. Then you can make a list of four people at $2.50 each, or five at $2.00 each, or ten at $1.00 each. Of course, if you tell your story exceedingly well, you must be fully prepared to assume the responsibility of having someone offer you a Ten Dollar bill, which of course would mean that you would use that as a nest egg and then start out on your second goal. For you see, we really do want to tell several thousands of people about the

FOUNDER Camps and the work of The American Youth Foundation during Treasure Hunt week, and of course if someone upsets your nicely laid plans right off the bat by handing you Ten Dollars,

WHY, FAR BE IT FROM YOU

to pull down your flag and close up your shop. If you need any time to revive yourself after the shock, O.K. Colonel,- sit down and think it through and point out to yourself that the only trouble with you is that your faith was not as great as it should be.

YES READER, YOU HAVE GUESSED RIGHT

this is the Treasure Hunt Number of The FOUNDER Fire. By this time you have had several letters from me and you have received your literature and all instructions for getting into the game.

MOST FOUNDERS BY THIS TIME

have started in on their Treasure Hunt drive. You know, the week of March 1-8 is "Mop-up Week", when you just check up and cover everything that you had not been able to do in the preceding weeks.

YOU SEE

if you are away from home, at school, or working away from home, then yours will be a Correspondence Treasure Hunt, though not entirely so. It will take time to get replies from the people you write to. It may be that you do not have the addresses of home folks and therefore think you are unable to write them.

OF COURSE

you really won't let that keep you out of the game, for you can now be writing home to your folks asking them to send you the names and addresses of some folks that you can write to and your mother or dad will be glad to help you out on this.

THE ONLY THING I'M AFRAID OF

is Old Man Procrastination. We can lick the boots off Old Man Never-did-it-before. He's an easy mark. All you have to do is hit him a good crack in the solar plexus, drop him to the sod and walk right over him. He ought to be knocked cold anyway, just on general principles, for he's just a general nuisance to himself and everybody else. No FOUNDER is going to hang around long with that old bird. He'll give you the pollywogs in fifteen minutes. Out with him.

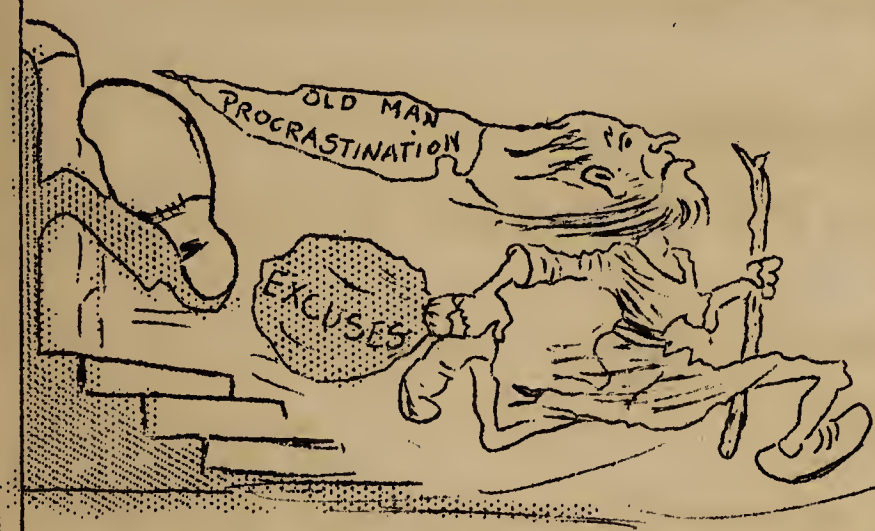
BUT OY, OY!

what will we do with the very good FOUNDER who when he gets the Treasure Hunt stuff and the letters and the FOUNDER FIRE, rises up and says in emphatic tones

"Now here's where I can do something mighty worth while, and I WILL!" - and means it, too,

AND THEN

Old Man Procrastination climbs in at the back window and sneaks into his soup, and ties his shoe strings, and trumps up all kinds of "busy" alibis, and paddles along with this nice FOUNDER here and there and everywhere, while he whispers deep, dark stuff in the FOUNDER'S ear, about how "You can't do it now - you'll do it tomorrow, or next week" and so on. The little villain! - and he knows he's a villain.



WHAT DO YOU SAY

if we all have a public execution of Old Man Procrastination in the village square at eight o'clock tonight. We'll string him up and burn him at the stake. That will take care of the pestiferous rapscallion and then every real and purposeful FOUNDER will be free from obstructions from this source.

DID I EVER TELL YOU

...oh sure I did, several times...about the FOUNDER who tackled the Governor of his State for a contribution to the Treasure Hunt? Well, it's worth repeating. This FOUNDER went after big stakes and I don't mean maybe.

HE CALLED AT LEAST

six times to see the Governor and every time he was sidetracked. But was he downhearted? No, not that FOUNDER! If he had been made of poorer stuff, he would have said to himself "Well, I've certainly done my part, and there isn't anything else that I can do."

BUT DID HE SAY THAT?

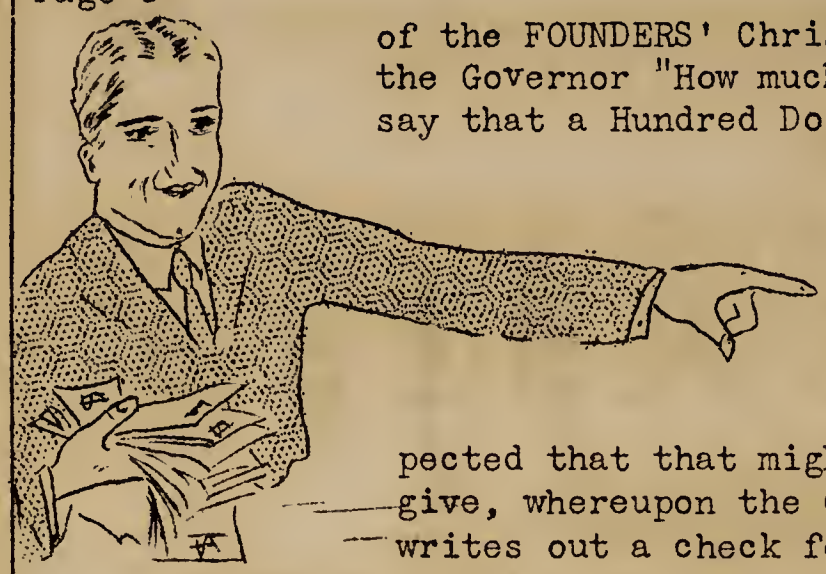
Nay, nay. What he did say was something that sounded somewhat like the words of the immortal General Grant or was it Sherman (Well, who was it?) at any rate the words are what count and those immortal words were "I'll fight it out along these lines if it takes all summer" or something to that effect.

THE POINT IS

that something like that is what the FOUNDER said, if you get me, and so back he went again and still again, to the Governor's office and finally he got his interview and the Governor said something like this

"YOU'VE BEEN ON MY TRAIL

for weeks. What is it that you want of me?" FOUNDER fellow lost no time. Bluntly he replied, "Your Honor, I want a contribution from you for the work



of the FOUNDERS' Christian Leadership Training Camps." Said the Governor "How much do you think I should give - would you say that a Hundred Dollars is enough?"

THIS FOUNDER HAD HIS SHOES

firmly laced on his feet, so he didn't wobble one bit - nor did he even sway. Ho, he just looked the Governor calmly in the eye and opined as how he suspected that that might be a fair amount for the Governor to give, whereupon the Governor whips out his check-book and writes out a check for

ONE HUNDRED DOLLARS

Now that's a real story and it's one of the best illustrations of FOUNDER leadership and salesmanship that I know of.

And was that FOUNDER the happy person? You tell 'em.

WELL NOW

I want to talk in a very personal way to each one of you. Just edge up a little closer into the circle and listen to what I have to say.

FOUNDERS, WE NEED YOUR HELP

The American Youth Foundation is not endowed. That word Foundation is misleading. Foundation means building Christian Foundations into youth.

YOUR PERSONAL EXPERIENCE

at Miniwanca and Merrowvista makes it clear to you that funds must come from some source to make possible this work that not only functions so largely in the summer months, but which carries the message of four-fold balanced living to approximately 100,000 young people throughout the land during the winter months.

COLLEGES, HIGH SCHOOLS,

Churches, 4-H groups - Scouts - and many other groups are served and young people in large number are pointed to a purposeful life program by the FOUNDER organization - WHICH FUNCTIONS YEAR ROUND.

NOW IN THIS TREASURE HUNT CAMPAIGN

we are compelled to secure the necessary funds to carry us into the summer and to make certain that we are able to meet the heavy obligations that we have to face every year at this time.

This is a FOUNDER service that our camp partners render every year. Frankly,

I don't want you to get the impression that there are a lot of FOUNDERS who collect a Hundred Dollars from the Governor of the State, nor are there many FOUNDERS who secure $250.00 or even Fifty or Ten Dollars.

I WOULD RATHER THAT YOU DID NOT THINK IN TERMS

of big sums, unless, of course, you know of a contact where you can get a good sized contribution. I would rather have you keep in mind the fact that the Treasure Hunt is put over every year by small contributors.

AND THEN

I want you to bear in mind - and I'm not kidding myself on this either - that there are some FOUNDERS who will not get in on the Treasure Hunt - many, in fact. Perhaps the reason for this is that those FOUNDERS get it into their thinking that the job will be done anyway and that

"THERE IS NO NEED FOR ME

to worry myself about it." I'm not going to razz you for that. I do want you to know, however, that that is the attitude that knocks the Treasure Hunt into a wreck.

WHY NOT TAKE THE OPPOSITE

viewpoint? Say to yourself, "This service challenge means ME and regardless of what anybody else does, I'll do my part." That will mean just a few hours of your time and those few hours, carefully planned by each of the 1930 campers, will put this Treasure Hunt across successfully.

FIGURE IT OUT FOR YOURSELF

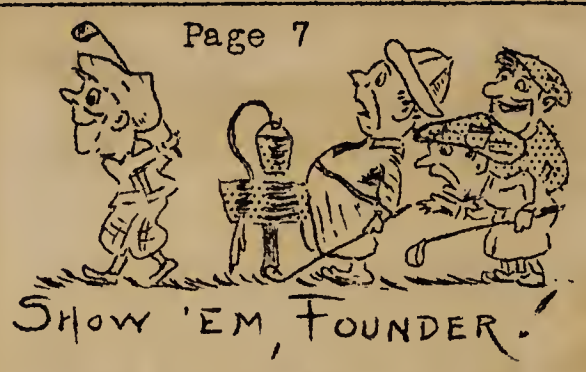
If you decide not to get in on this - what assurance do you have that the other fellow will? Last year we fell below the Five Thousand Dollar mark - more than Twenty-five Hundred Dollars short. If three hundred other campers had secured an average of eight dollars apiece, we would have made the goal.

THIS YEAR

we are facing heavy demands. There will be many calls for scholarship help and we want to meet as many of these demands as possible. We have set our goal to train a larger number of young people this year than ever before. This is a worthy FOUNDER objective. You can help us render this service, if you will do just your own part.

WILL YOU?

Will you tell ten people about the FOUNDERS' Camps in the next three weeks? Will you do that? And will you set for yourself a goal of at least Ten Dollars



NOW THAT'S ENOUGH

There isn't a single thing I can add to the story. I will appreciate it just like everything, FOUNDER, if you will back me up in this mighty big job. May I count on you?

AND REMEMBER

Treasure Hunt Week ends March 8th. On March 9th you are to mail your report on the report sheet that is being sent you, and the little stubs which you will have the contributor fill out for you, and the check or money order - all to The American Youth Foundation, 520 North Grand Boulevard, St. Louis, Missouri, and then in the next issue of The FOUNDER FIRE, we'll let you share in our joy over the big victory that you FOUNDERS are going to put over in this Treasure Hunt.

Here's a big FOUNDERLY handshake for each one of you. Let's go!!

Wadjepi

PLAYING THE GAME!

Life is a game with a glorious prize,
If we can only play it right.
It is give and take, build and break,
And often it ends in a fight;
But he surely wins who honestly tries
(Regardless of wealth or fame),
He can never despair who plays it fair -
How are you playing the game?

Get into the thick of it - wade in, boys!
Whatever your cherished goal;
Brace up your will till your pulses thrill,
And you dare - to your very soul!
Do something more than make a noise;
Let your purpose leap into flame
As you plunge with a cry, "I shall do or die,"
Then you will be playing the game!